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Gameday Men's Health

Contact Information - Who Gets Lead Referrals

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Referral Agreement Date: June 08, 2023
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Website: gamedaymenshealth.com/
FranNet Referral Fee:

- Single Unit Territory: Twenty-Nine Thousand Dollars (\$29,000) for each single unit/territory franchise sold to a registered prospect.
- 2 Pack: Thirty-Nine Thousand Dollars (\$39,000) for each Two (2) Pack unit/territory franchise sold to a registered prospect.
- 3 Pack: Fifty-One Thousand Dollars (\$51,000) for each Three (3) Pack unit/territory franchise sold to a registered prospect.
- 4 Pack and more: Forty Percent. (40%) of the total franchise fee for Four or more units/ territories sold to a registered prospect.

Masters: Not Available at this time Area Development: Not Available at this time. Resales: Please refer to Section 4, Item B on page 3 of this agreement.

Business Basics

Industry	Men's Health and Wellness	Year started franchising	2022
Year business started	2018	Franchise units open	20

Number of Company units open	4	Investment Range \$	Single: \$224,325.00 - \$389,292.00 2 Units: \$441,150 to \$771,084
Franchise fee \$	1 Unit \$49,500 2 Units \$91,500 3 Units \$129,500 4 Units \$165,500 5 Units \$199,500	Required liquid capital \$	\$200,000
Required net worth \$	\$450,000	Royalty	6%
Industry size \$	\$7.1B	Available in Canada/ Internationally	No/No
SBA Registry?	Yes	Discount Program Offers	Veteran Fran
Offer Group Health Insurance?	No	Buyer Motives	
In House Financing?	No	Item 19	Yes
Semi Absentee/Absentee	Yes	Semi Absentee/Absentee Ramp-up Timeframe	.

State Registrations

Registration States

Currently not approved and not available in:
IL, MI, MN, NY, VA, WA

Non-Registration States

Currently not available in:
AZ, CO

US Territories

Currently not available in:
GU, PR

Canadian Provinces

Currently not available in:
NB, NL, AB, NT, NS, PE, QC, SK, ON, YK, MB, BC, NU

Sold out: Utah Arizona Colorado Los Angeles County Orange County Riverside County, CA San Diego County

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Business Features

Gameday Men's Health is a pioneering men's health clinic poised to take over the U.S. and international markets. Gameday is a recurring revenue, brick and mortar franchise offering with high profit margins and low overhead expenses. Gameday was created for one simple purpose: to help men suffering from low testosterone (Low T) and erectile dysfunction (ED) reclaim their life. Set in a man cave environment – plush with flat screen TVs, leather chairs, refreshments, and complimentary snacks, Gameday Men's Health helps men get back to the top of their game.

Recession Resistant

Business started in 2018, grew despite Covid

Issues and Ambushes

No Prior Industry Experience

Gameday has successfully trained, coached, and mentored many Franchisees. Over 95% of them had no prior industry knowledge

Supply Chain issues

Bulk purchasing power and manufacturing with select vendors allows Franchisees to take control of their supply chain inventory needs.

Corporate Practice of Medicine Restrictions

Contracting with a Physician in states that operate under the MSO model ensures the franchise is in compliance. The execution of the MSA (management services agreement) between Physician and Franchisee provides the franchisee with the necessary financial and business controls to operate confidently.

Failures

None

Hooks and Hangers

- First of its kind men's clinic to offer a franchise opportunity!
- Recurring revenue membership model. Once trust is achieved, men tend to be loyal customers for these sensitive issues Gameday addresses.
- Free Testosterone Test and Consultation allows for large conversion rates. We believe it is every man's right to "know his numbers".
- Lean staffing model (4-5 employees M-F 8am-5pm) compared to other large medical systems where labor costs are massive; low overhead expenses allow franchisees to breakeven fast.
- Quick results - each GameDay clinic operates an in-office laboratory to assess testosterone levels. Results are attained in 15 minutes. This allows a large conversion rate as men do not have to visit a 3rd party lab.
- Highly sophisticated, hands-free, and turnkey digital marketing program to drive leads to each clinic (SEO, Paid Google Ads, Social media ads, and geotargeting, and Google My Business)
- Designed to remove all the modern pain points involved in going to the doctor. GameDay offers same day appointments, laser fast office visits, convenient drop shipping of medications to your door via our partner pharmacies, and friendly faces at each office.
- Own a clinic in the fast-growing men's health category by hiring or partnering with a medical doctor. Non-MD entrepreneurs are tailor-made for franchise ownership.

Discovery Day Process

Weekly onboarding calls until all setup tasks are complete and the franchise team is ready for in-person training in Southern California. Virtual Training: 1 week of virtual training at GameDay University On-Site Training: Upon completion at Gameday University, the franchise team will attend 5 days of on-site training at

our Southern California Headquarters and surrounding clinic locations (3 days of classroom room training at our Carlsbad headquarters, 2 days of live in-clinic training) + 2 days of grand opening assistance where a corporate team member is on-site at the franchise location to help ensure a successful and seamless clinic opening.

Consultant Payment Terms

Standard

VetFran/Minority Discounts

\$10k off first unit franchise fee

E2 Visa/EB-5 Program Status

No

State Deferments

California

Candidate Sales Process

Franchise FastLane proven discovery process!

1. Intro Call
2. Unit Economics
3. FDD Review
4. Franchisee Validation & Leadership Calls
5. Territory Mapping
6. Confirmation Day Prep
7. Confirmation Day
8. Franchise Agreement Delivery
9. Welcome Call

Owner Roles

What will be the role of the owner?

Lead a winning culture of success based on Gameday's Core Values of Teamwork, Accountability, and Positivity. Attend networking events to drive local exposure in your market (local gyms, fire stations, barber shops) Ensure the "Speed to Lead" system is top of mind for each staff member responsible for booking leads. Ensure the patient experience is based on fast appointments, easy booking, and friendliness. Coach the office to convert all patients who qualify for services into raving fans of their clinic In conjunction with the medical director, ensure the PA/NP achieves a high close rate. Oversee employees in day to day operations Hire, train, schedule and motivate employees; Plan future growth and manage financial performance

What will be the role of the multi-unit operators?

Lead a winning culture of success based on Gameday's Core Values of Teamwork, Accountability, and Positivity. Hiring and Training the right team including a general Manager who talks the talk and walks the walk with health and fitness. Setting clear standards and communicating clear expectations with your staff. Monthly/quarterly financial tracking calls with Business Coach to ensure unit growth Holding the team and organization accountable to results Capitalizing the company properly to ensure company has the resources to build the team necessary, if Franchisee is not an owner-operator

What will be the role of the single unit operators?

Lead a winning culture of success based on Gameday's Core Values of Teamwork, Accountability, and Positivity. Attend networking events to drive local exposure in your market (local gyms, fire stations, barber shops) Ensure the "Speed to Lead" system is top of mind for each staff member responsible for booking leads. Ensure the patient experience is based on fast appointments, easy booking, and friendliness. Coach the office to convert all patients who qualify for services into raving fans of their clinic In conjunction with the medical director, ensure the PA/NP achieves a high close rate. Oversee employees in day to day operations Hire, train, schedule and motivate employees; Plan future growth and manage financial performance

FranNet Comments/Validation Summary

Men's Health Franchisee Validation

Franchisee #1

Date of Call: 3/1/23

Brand Name

• Notes:

Gameday Mens Health

Franchisee Name

• Notes:

Chris Naylor

Franchise Location(s)

• Notes:

2/1 just opened and booked solid

Number of Units

• Notes:

1

What was your background/career prior to becoming a Franchisee?

• Notes:

Owned a mortgage business

Formerly a client and a good friend of Evans

What made you decide to purchase this franchise?

• Notes:

Saw the integrity and success. He wanted to be a part of this investment. Loved the atmosphere great employees and environment.

When did you open your franchise?

• Notes:

2/1/2023

How long did it take you to open after signing your franchise agreement?

• Notes:

2 months or so due to the build out. Wanted it as nice as possible, had a vision.

How did your onboarding process go?

• Notes:

Yes, with Christian and Shay. Every question asked was answered throughly.

Are you considering opening another location?

• Notes:

Absolutely, plan on it

How is the brand's Founder and/or Leadership Team?

• Notes:

Evan - Amazing, great leader, down to earth, great vision., family man, work a holic.

How is your support from the Franchisor in regard to operations and marketing?

• Notes:

Marketing - Go to Jimmy Hoo - Google mostly and Facebook. Google reviews are the best marketing.

Hired Wild Fire marketing agency has been incredible

Getting great leads 15 a day. Has been tremendous.

Shay and Tristian handles operation has been incredible. Nursing questions are always answered quickly since it's a new model for her.

What support or programs does the Franchisor offer now that they did not when you

originally joined?

• Notes:

Lobby is used to send out forms for intake and exit form. It makes everything quick and easy.

Liquid Payment - Credit card system makes things very convenient since it communicates with all their system

What is your role in the business?

• Notes:

Runs the day to day

How many staff members do you have and what are their roles?

• Notes:

2 nurse and medical assistant

Is this a solid franchise model with proven systems in place?

• Notes:

Yes

Could this business model work in a smaller market or location?

• Notes:

Yes

What was your revenue and profit in year 1? Or so far in your first year?

• Notes:

just opened 2/1 /6 days open \$60K

What was your revenue and profit in year 2? If applicable.

What was your revenue and profit in year 3? If applicable.

Is there a slow time of year or seasonality?

• Notes:

No, it can only get better

Currently, what are your top two key challenges?

• Notes:

Dealing with pharmacies at times can be challenging.

1. Turn times for semaglutide (changing delivery times)

2. The hand holding and time consuming (semaglutide) at times with specific clients

when you have so many other waiting.

If you could rewind time, would you invest into this franchise again?

• Notes:

100%

What advice would you offer Franchise FastLane as we consider a partnership with this brand to drive their franchise development efforts?

• Notes:

Look for a person is motivated and fully invested. They need to be able to follow the model to be successful.

In your opinion, could this brand successfully onboard and support 20+ new Franchisees in the coming year?

• Notes:

Yes

What advice would you give a new Franchisee?

• Notes:

Don't spare any expense on the office

Start marketing early, be ready to work weekends

Franchisee #2

Date of Call: 3/1/23

Brand Name

• Notes:

Gameday Mens Health

Franchisee Name

• Notes:

Steve Geiger

Franchise Location(s)

• Notes:

Corona CA

Number of Units

• Notes:

1 (opening mid April)

What was your background/career prior to becoming a Franchisee?

• Notes:

Law enforcement/Military

What made you decide to purchase this franchise?

• Notes:

Was a customer and loves everything about it.

When did you open your franchise?

• Notes:

Looking to open in April

How long did it take you to open after signing your franchise agreement?

• Notes:

4-5 months (opening in April)

How did your onboarding process go?

• Notes:

Content online platform for training - step by step process.

Are you considering opening another location?

• Notes:

Will be opening 2-3

How is the brand's Founder and/or Leadership Team?

• Notes:

down to earth, professional, open, easy to talk with.

How is your support from the Franchisor in regard to operations and marketing?

• Notes:

Website up and running for his new business

social media

What support or programs does the Franchisor offer now that they did not when you originally joined?

• Notes:

N/A

What is your role in the business?

• Notes:

Running the day to day for now. Is looking to find a manager to run this when the time is right.

How many staff members do you have and what are their roles?

• Notes:

4 employees

1 Clinical director

2 lab techs

1 admin

Is this a solid franchise model with proven systems in place?

• Notes:

Yes

Could this business model work in a smaller market or location?

• Notes:

Yes

What was your revenue and profit in year 1? Or so far in your first year?

• Notes:

N/A

What was your revenue and profit in year 2? If applicable.

What was your revenue and profit in year 3? If applicable.

Is there a slow time of year or seasonality?

• Notes:

It's going to explode - No

Currently, what are your top two key challenges?

• Notes:

Not be able to open up quick enough because he is incredibly excited.

If you could rewind time, would you invest into this franchise again?

• Notes:

100%

What advice would you offer Franchise FastLane as we consider a partnership with this

brand to drive their franchise development efforts?

• Notes:

A profile for a franchisee to fit this model would be someone who wants to do more, able to step out of their comfort zone, looking for supplemental income, driven take charge attitude

In your opinion, could this brand successfully onboard and support 20+ new Franchisees in the coming year?

• Notes:

Yes

What advice would you give a new Franchisee?

• Notes:

Trust the process and the team. Been there every step of the way.

Franchisee #3

Date of Call: 3/1/23

Brand Name

• Notes:

Gameday Mens Health

Franchisee Name

• Notes:

Jimmy Huh

Franchise Location(s)

• Notes:

Santa Monica, CA

Number of Units

• Notes:

1

What was your background/career prior to becoming a Franchisee?

• Notes:

He has a marketing background and works for Evan in the digital marketing space. As the business grew and purchased a franchise from Evan.

What made you decide to purchase this franchise?

• Notes:

Saw the growth in the business, also saw the business model and knew it was a good fit.

Unique opportunity - Positive trend - no brainer

When did you open your franchise?

• Notes:

open's next week

How long did it take you to open after signing your franchise agreement?

• Notes:

90 days

How did your onboarding process go?

• Notes:

online forum

Are you considering opening another location?

• Notes:

Yes, absolutely

How is the brand's Founder and/or Leadership Team?

• Notes:

Evan - Fierce entrepreneur - Winner

Alot of support from him and his team

Committed to his franchisees

How is your support from the Franchisor in regard to operations and marketing?

• Notes:

He runs all the marketing for the brand. - Google ads, SEO, Fb marketing.

Operations - supportive always

What support or programs does the Franchisor offer now that they did not when you originally joined?

• Notes:

not yet open

What is your role in the business?

• Notes:

Will be still handling the lead gen for all

Has 2 part partners that run day to day. He is due to move back from NY to CA in a year

Forecasted to open 2nd location in a yr

How many staff members do you have and what are their roles?

• Notes:

4 employees

1 ma and pa

1 operation manager

1 admin

Is this a solid franchise model with proven systems in place?

• Notes:

Yes

Could this business model work in a smaller market or location?

• Notes:

Yes

What was your revenue and profit in year 1? Or so far in your first year?

• Notes:

N/A

What was your revenue and profit in year 2? If applicable.

What was your revenue and profit in year 3? If applicable.

Is there a slow time of year or seasonality?

• Notes:

Does not anticipate

Currently, what are your top two key challenges?

• Notes:

1. a potential competitor with a similar business model which has not happened yet.

Someone that would copy the model.

2. Making sure that we get good franchise owners

If you could rewind time, would you invest into this franchise again?

• Notes:

100%

What advice would you offer Franchise FastLane as we consider a partnership with this brand to drive their franchise development efforts?

• Notes:

A franchisee would need to be coachable and buy into the service being provided.

Helping educate men, so that they are feeling there best and have a better quality of life.

In your opinion, could this brand successfully onboard and support 20+ new Franchisees in the coming year?

• Notes:

Yes

What advice would you give a new Franchisee?

• Notes:

Be sure to have the adequate help you need.

Have Transparency always with all that you do

Franchisee #4

Date of Call: 3/2/23

Brand Name

• Notes:

Gameday Mens Health

Franchisee Name

• Notes:

Josh Vanderbyl

Franchise Location(s)

• Notes:

San Diego CA near

Pallway, CA.

Number of Units

• Notes:

1 (in the process of another location directly in San Diego, CA)

What was your background/career prior to becoming a Franchisee?

• Notes:

Degree in engineering, minor in business

Automotive background then management roles and sales

Also has a side business in men's apparel

What made you decide to purchase this franchise?

• Notes:

Goal was to open a business

Friends with a corporate owner and was looking in the hospice industry and then heard about Gameday when they started franchising. Had trusted friends such as Evan and was their 1st franchisee

When did you open your franchise?

• Notes:

10/2022 (1st franchisee)

How long did it take you to open after signing your franchise agreement?

• Notes:

4 months

How did your onboarding process go?

• Notes:

He was the 1st zee and used to develop the structure of the training. Since then they have added additional resources with a portal now. Evan and team has been extremely Supportive - Seamless Guidance - Very Smooth Proess

Are you considering opening another location?

• Notes:

Yes

How is the brand's Founder and/or Leadership Team?

• Notes:

Calm - Strategic - Efficient - mentor

How is your support from the Franchisor in regard to operations and marketing?

• Notes:

Marketing - SEO focused with Jimmy who is a franchisee. and Social Media

Wild Fire - PPC (they are great)

Operations - great guidance, Shay and Tristian are great always available, great resources

What support or programs does the Franchisor offer now that they did not when you originally joined?

• Notes:

New Robust Training Program

What is your role in the business?

• Notes:

Runs the day to day in the business

How many staff members do you have and what are their roles?

• Notes:

PA

Doctor

2 Medical Assistants

Is this a solid franchise model with proven systems in place?

• Notes:

Yes

Could this business model work in a smaller market or location?

• Notes:

Yes

What was your revenue and profit in year 1? Or so far in your first year?

• Notes:

November 6K revenue

December 16K revenue

January 24K revenue

February 30K revenue

What was your revenue and profit in year 2? If applicable.

What was your revenue and profit in year 3? If applicable.

Is there a slow time of year or seasonality?

• Notes:

December with the holidays

Currently, what are your top two key challenges?

• Notes:

1..Clinican (had to change out wasn't a good fit) corporate had his back with this.

2. finding good medical assistants which he was fortunate to have found

If you could rewind time, would you invest into this franchise again?

• Notes:

Absolutley would like to open another

What advice would you offer Franchise FastLane as we consider a partnership with this brand to drive their franchise development efforts?

• Notes:

Look for people who are interested in the product and connect with the guys (is ideal).

Previous experience in business can be useful. People that you can get along with and have a great attitude.

In your opinion, could this brand successfully onboard and support 20+ new Franchisees in the coming year?

• Notes:

Yes

What advice would you give a new Franchisee?

• Notes:

Do a rigerous interview process for a clinician. Be certain it's a good fit very important to the business.

Buy the shock wave machine early on even though it's expensive. Well worth it.

Franchisee #5

Date of Call: 3/2/23

Brand Name

• Notes:

Gameday Mens Health

Franchisee Name

• Notes:

Joe Caputo

Franchise Location(s)

• Notes:

Anahaim, CA

Number of Units

• Notes:

1

What was your background/career prior to becoming a Franchisee?

• Notes:

Works in hospitalitly parking facilit for hotels VP and partner of this company.

What made you decide to purchase this franchise?

• Notes:

He is a patient fell in love with the culture, care and business model.

When did you open your franchise?

• Notes:

5 months

How long did it take you to open after signing your franchise agreement?

How did your onboarding process go?

• Notes:

Unique situation - wife is a co owner and she is working at the Temucula office so there onboarding process has been with Trisitan with weekly calls.

Are you considering opening another location?

• Notes:

Yes

How is the brand's Founder and/or Leadership Team?

• Notes:

Brother/Friend

Very Responsive

Passionate about the business

Caring inspirational leader

How is your support from the Franchisor in regard to operations and marketing?

• Notes:

not reached this stage yet - however Jimmy is already setting things up on the marketing side. Doing the heavy lifting early.

What support or programs does the Franchisor offer now that they did not when you originally joined?

• Notes:

N/A

What is your role in the business?

• Notes:

His wife will run day to day and he will support her.

How many staff members do you have and what are their roles?

• Notes:

NP

2 MA's

Receptionist

his wife will be the 5th managre

by end of year will have 6 employees

Is this a solid franchise model with proven systems in place?

• Notes:

Yes

Could this business model work in a smaller market or location?

• Notes:

Yes

What was your revenue and profit in year 1? Or so far in your first year?

• Notes:

N/A

What was your revenue and profit in year 2? If applicable.

What was your revenue and profit in year 3? If applicable.

Is there a slow time of year or seasonality?

• Notes:

Thinks things will be consistant throughout the year

Currently, what are your top two key challenges?

• Notes:

1. financing options which they are working on with expanding new partnerships.

If you could rewind time, would you invest into this franchise again?

• Notes:

Yes, would like to open another

What advice would you offer Franchise FastLane as we consider a partnership with this brand to drive their franchise development efforts?

• Notes:

Look for people who have operational experience or focused. People who understand health and wellness. People who want to make an impace.

In your opinion, could this brand successfully onboard and support 20+ new Franchisees in the coming year?

• Notes:

Yes

What advice would you give a new Franchisee?

• Notes:

Be patient. It's not a fast process takes 6 months to open. It is a medical practice you need to invest the time to certifications, right staff and office space.

Franchisee #6

Date of Call: 3/3/23

Brand Name

• Notes:

Gameday Mens Health

Franchisee Name

• Notes:

Greg Tyler

Franchise Location(s)

• Notes:

Austin Texas

Number of Units

• Notes:

1

What was your background/career prior to becoming a Franchisee?

• Notes:

Hotel parking business retired in September from this business.

8 years ago bought a business for hospitality staffing

What made you decide to purchase this franchise?

• Notes:

Looking for an investment has excellent partners. He is health minded and spends a lot of time staying healthy and did a lot of research. He has a close friend who has a connection to Gameday and did his due diligence.

When did you open your franchise?

• Notes:

4/17 opening 2 locations or 5/1

How long did it take you to open after signing your franchise agreement?

• Notes:

opening 1 location in April and 1 in May

How did your onboarding process go?

• Notes:

on the door step of training right now getting leases set right now. it will start in April

Are you considering opening another location?

• Notes:

Yes looking at 2 Denver locations soon as well.

How is the brand's Founder and/or Leadership Team?

• Notes:

Nice guy, easy to get along with

Has an amazing vision

Every single thing that he has said has come true and has represented everything accurately.

How is your support from the Franchisor in regard to operations and marketing?

• Notes:

His team has been incredible in getting things set up. He is ultra impressed with Jimmy on the marketing side and the operation has been very impressive as well. (Tristian and Shay) on weekly calls

What support or programs does the Franchisor offer now that they did not when you originally joined?

• Notes:

N/A

What is your role in the business?

• Notes:

Running the day to day and will be active. Has a team that runs his staffing business that will be helping with his current business.

How many staff members do you have and what are their roles?

• Notes:

MA

Clinitian

Medical Director

Receptionist (he will be doing this to learn the business in the beginning) then hire a receptionist

Is this a solid franchise model with proven systems in place?

• Notes:

Yes

Could this business model work in a smaller market or location?

• Notes:

Yes

What was your revenue and profit in year 1? Or so far in your first year?

• Notes:

N/A

What was your revenue and profit in year 2? If applicable.

What was your revenue and profit in year 3? If applicable.

Is there a slow time of year or seasonality?

• Notes:

Does not plan on it being seasonal (holidays would be the only time)

Currently, what are your top two key challenges?

• Notes:

No surprises

1. lease agreements which is normal
2. staffing very careful of who he hires

If you could rewind time, would you invest into this franchise again?

• Notes:

Yes, opening 4 location in 2023

What advice would you offer Franchise FastLane as we consider a partnership with this brand to drive their franchise development efforts?

• Notes:

Look for people who are entrepreneurial. Good jack of all trades in business, sales, accounting, and leading people. Trustworthy with high integrity.

In your opinion, could this brand successfully onboard and support 20+ new Franchisees in the coming year?

• Notes:

Yes

What advice would you give a new Franchisee?

• Notes:

Pick the right people things will work out well. That is key.

Prepare to be very active in the business in all facets of the game

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